



Assignment: Design Your Business Model

Start by reviewing this pre-reading: [How to Master the Business Model Canvas for Social Entrepreneurs](#).

Next, download the [Social Business Model Canvas](#), and take a first stab at filling it out for your project.

Remember, this is just a first draft; you can revisit it in the next lesson as you revise your model. Think about the canvas as a hypothesis for how your business will run, or a blueprint for how all the moving parts in the system work together: what you're doing for whom, what you rely on.

Then, critique in pairs and brainstorm alternative options that could work.

Some questions to prompt your discussion:

- How might the business model maximize value for everyone?
- Does the model effectively tie your success to your customers' satisfaction, and to the environmental impact you seek to have?
- Who's left out in this business model? Is there anyone who is not experiencing benefits that scale with the success of the business? Is there anyone who's not empowered to drive change for the better?
- What will happen to this business model as the company scales?
- Can you spot any unaddressed externalities in this model?
- Where are the biggest / riskiest assumptions, or remaining questions? How could these be tested?